

Product Strategy & Customer Discovery Training

2-Day Intensive Program

Benefits for Product Managers

 Gain fresh perspective by stepping back from daily tasks to see the bigger picture of product strategy

 Evaluate your product and market using time-tested frameworks adopted by leading companies

 Demystify advanced strategic concepts with hands-on examples and interactive exercises

 Collaborate to define evidence-based strategic next steps tailored to your business goals

 Experience practical, customer-focused training to uncover hidden opportunities and user needs

 Learn to validate high-impact opportunities by analyzing market signals and customer willingness to pay

Product Strategy & Customer Discovery Training

2-Day Intensive Program (4-5h per Day)

Day 1

Strategic Frameworks

(interactive lecture, 2h)

- Analyze current state and define next steps with proven frameworks
 - Crossing the Chasm
 - Innovator's Solution
 - Outcome-driven Innovation
- Jobs-To-Be-Done with examples

Workshops

(work in groups, 2h)

- Apply strategic frameworks to your products
 - Develop a technology lifecycle hypothesis
 - Define the best innovation approach and product architecture mode
 - Consider market disruption strategies
- Present the results, get feedback

Day 2

Customer Discovery & Validation

(interactive lecture, 2h)

- Real-Life Application: Leanplum strategy
- Continuous Discovery & Opportunity Maps
- Willingness to Pay Validation

Game

(work in pairs, 1h)

- Practice Discovery Interviews
- Present findings to the group, best discovery wins

Workshop

(work in groups, 1h)

- Hypothesize Jobs-to-be-Done
- Generate AI synthetic feedback
- Structure the opportunity space
- Choose one opportunity to focus on

Product Strategy & Customer Discovery Training

2-Day Intensive Program (4-6h per Day)

Pricing

Small Groups

Participants: 3-8

Total Duration: 8h

Fixed Total Price:

€2000 (+ VAT)

(delivered remotely,
weekend days)

€2800 (+ VAT)

(delivered on-site in Sofia,
working days)

*Price per seat starting at:
€250 (excl. VAT)*

Medium Groups

Participants: 9-14

Total Duration: 10h

Fixed Total Price:

€3000 (+ VAT)

(delivered remotely, 2
weekend days)

€4200 (+ VAT)

(delivered on-site in Sofia, 2
working days)

*Price per seat starting at:
€215 (excl. VAT)*

Large Groups

Participants: 15-20

Total Duration: 12h

Fixed Total Price:

€4200 (+ VAT)

(delivered remotely, 2
weekend days)

€6000 (+ VAT)

(delivered on-site in Sofia, 2
working days)

*Price per seat starting at:
€210 (excl. VAT)*